



Seeing is believing—How exposure to ITPC’s media campaign affects tobacco knowledge, attitudes, and beliefs among Hoosier adults

BACKGROUND

Tobacco use costs Hoosiers 10,300 lives and \$1.6 billion each year. With the 5th highest adult smoking rate in the United States, Hoosiers must continue to take action in reducing the tobacco burden. Indiana has taken a big step in reversing tobacco’s devastating effects through the Indiana Tobacco Prevention and Cessation (ITPC) programs.

The Indiana Tobacco Use Prevention and Cessation Trust Fund and Executive Board exists to prevent and reduce the use of all tobacco products in Indiana and to protect citizens from exposure to tobacco smoke. Following the Centers for Disease Control (CDC) Best Practices for Tobacco Control, Indiana established a tobacco control program that is coordinated, comprehensive and accountable. The Hoosier Model for tobacco control incorporates elements from all nine categories recommended by the CDC and has five major categories for funding. The Hoosier Model consists of variety of initiatives including community grants, enforcement programs, cessation initiatives and a counter-marketing media campaign.

The ITPC counter-marketing media campaign focuses on changing adult and youth knowledge and attitudes related to tobacco. The campaign targets Indiana general population adults and youth, as well as specific segments of minorities. The aim of the media campaign is to educate the public about the dangers of tobacco use, secondhand smoke, and tobacco industry marketing practices. The campaign is designed to help change the social norms and acceptability of tobacco use in Indiana.

In its ongoing efforts to assess tobacco control initiatives, ITPC is conducting a series of telephone surveys designed to gauge the effectiveness of Indiana’s statewide anti-tobacco media campaign.

Survey questions measure awareness of anti-tobacco efforts and changes in important tobacco-related knowledge, attitudes, and beliefs among Hoosier adults, which have been demonstrated elsewhere to be key predecessors to changes in behavior.¹

The first of these surveys was conducted in September 2001, prior to the launch of the statewide media campaign. ITPC used the results to learn which areas required focus, and designed interventions to address them. This baseline survey indicated that work should be done based on the following measures:

- Only nine percent (9%) of Hoosier adults “strongly agreed” with statements related to the fact that tobacco is addictive and dangerous.
- Twenty-one percent (21%) of Hoosier adults “strongly agreed” that tobacco companies deliberately target teens and encourage young people to smoke.
- Thirty percent (30%) of Hoosier adults “strongly agreed” that exposure to second hand smoke was a serious problem.

Since the implementation of the statewide media campaign, two follow-up telephone surveys have been conducted to track the campaign’s success in changing attitudes and beliefs. The most recent follow-up survey was conducted nearly two years into the media campaign (June and July 2003), with 1,000 adults. The sample was selected to be representative of Indiana’s population by taking into account such factors as race and ethnicity, region, and rural versus urban residence. The following highlights key findings from the 2003 adult media tracking survey.

¹ Evans W.D., Hersey, J., Ulasevich, A., Powers, A. (2000). What Youth Think About Smoking: Results from the 1999 National Youth Tobacco Survey.

KEY SURVEY FINDINGS

Advertising Awareness and Implications for Campaign Effectiveness

Advertisement awareness is the first major step in an effective campaign because people must be aware of advertisements to be influenced by them. Findings from other state and national campaigns suggest that advertisement awareness increases anti-tobacco knowledge, attitudes, and beliefs, leading to reductions in cigarette smoking.

Results from the 2nd year of the ITPC campaign indicate significant increases in campaign awareness, resulting in positive influences on adult knowledge, attitudes, and beliefs in 2003.

- Across all mediums, awareness in the ITPC media campaign significantly increased in 2003 (75.5%) since last year (51%) among adult respondents.
- Adult respondents who were aware of at least one ITPC TV advertisement were 44% more likely to be knowledgeable about the dangers of tobacco use than those with no TV advertisement awareness.
- Respondents in 2003 were significantly more likely to believe that ETS is a serious problem and that policies should be enforced to help prevent exposure (30%) than respondents did prior to the campaign (22%).

DETAILED FINDINGS

Advertising Awareness Across All Media

In 2003, findings indicated significant increases in advertisement awareness among adult respondents:

- Overall awareness in the ITPC media campaign significantly increased in the second

year of the campaign (75.5%) compared to the first year of the campaign (51%).

- Although awareness increased for all advertisement mediums, the largest increase was observed for ITPC television advertisements. Reported awareness of any ITPC television ad increased over 100% since last year.

Campaign Awareness Influence on Knowledge, Attitudes & Beliefs

As mentioned above, awareness of advertising is key to changing targeted knowledge, attitudes, and beliefs. Several findings from the 2003 adult survey indicated that awareness of an ITPC advertisement significantly influenced respondents' knowledge, attitudes, and beliefs.

- Respondents who were aware of at least one ITPC TV advertisement were 44% more likely to be knowledgeable about the dangers of tobacco use than those with no TV advertisement awareness.
- Similarly, respondents who were aware of at least one ITPC TV advertisement were 45% more likely to report an increase in social empowerment (e.g., could refuse cigarettes if offered, or participate in community activities against tobacco use) compared to those not aware of any ITPC TV advertisement.
- Respondents who were aware of an ITPC advertisement across any medium (TV, radio, print/billboard) were 35% more likely to believe that tobacco use is a serious problem for adults and children, and that it poses a significant health risk over time compared to those not aware of any ITPC advertisement.

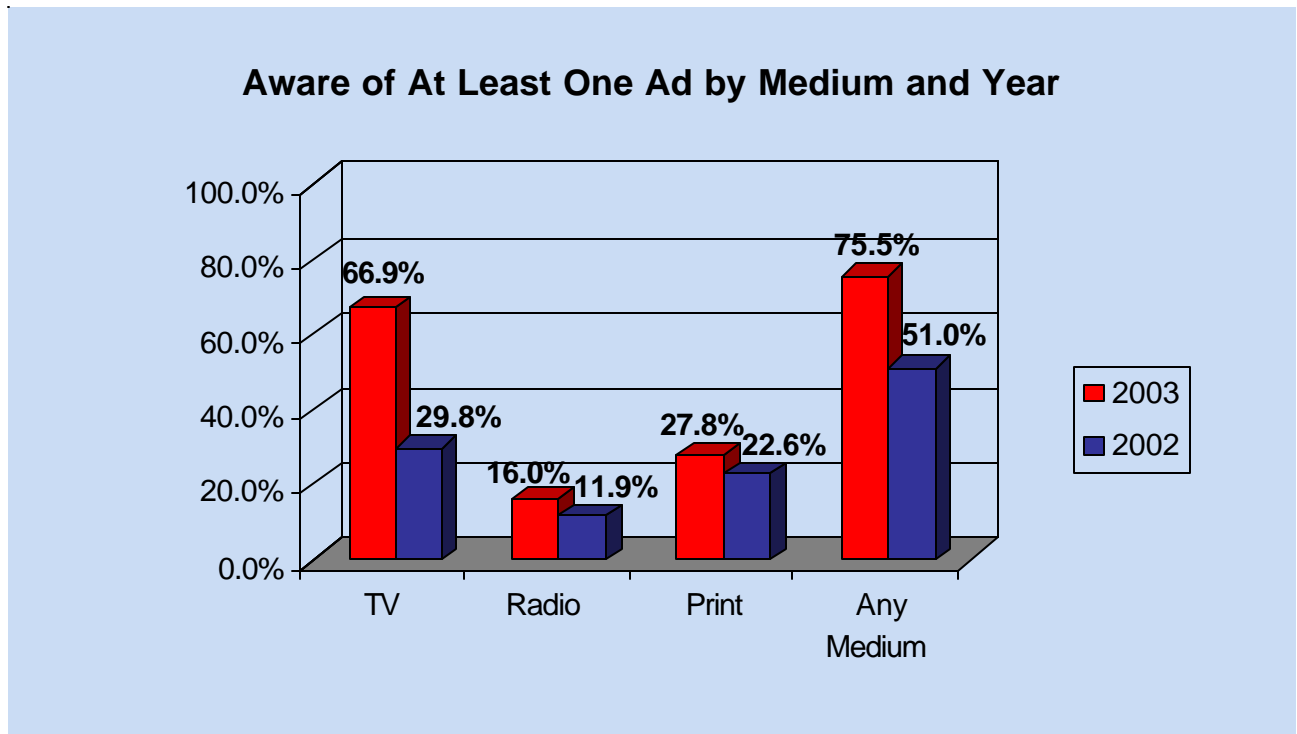


Figure 1. Campaign Awareness Influence on Knowledge, Attitudes and Beliefs

Trends in Knowledge Attitudes and Beliefs

We would expect to observe more changes in knowledge, attitudes and beliefs over time as the campaign progresses. Several findings from the 2003 adult survey supported this, suggesting that the implementation of the media campaign has significantly changed adult knowledge, attitudes and beliefs on a range of tobacco issues. Key differences between the adult pre-campaign and the two years post-campaign surveys are discussed below, with percentages presented in table 1.

- Respondents were significantly more likely to understand the dangers of tobacco use in 2003 than prior to the campaign.
- Respondents were significantly more likely to feel empowered with respect to tobacco-related issues in 2003 than respondents prior to the campaign.
- Respondents in 2003 were significantly more likely to believe that ETS is a serious problem and that policies should be enforced to help prevent exposure than respondents prior to the campaign.
- Respondents in 2003 were significantly more likely to believe that tobacco use was a serious problem than prior to the campaign.

Table 1: Increases in Overall Knowledge, Attitudes and Beliefs*

	2001: Pre Campaign Findings	2003: 2 Years Post Campaign Findings
Understanding Tobacco Use Dangers: Knowledge of physical consequences associated with tobacco use and exposure to second hand smoke.	9%	17%
Social Empowerment: Extent to which respondents would be able to tell others that they should not smoke and to refuse cigarettes if offered, and whether or not they would participate in community anti-tobacco use activities.	5%	10%
Public Policy/Secondhand Smoke: Assesses problems of second hand smoke and smoking policy in restaurants and at worksites.	22%	30%
Perceived Tobacco risk: Extent to which tobacco use is perceived to be a serious problem for children and adults, to pose health risks over time.	21%	34%

* All comparisons are significant at $p. < 0.05$.

Industry and Social Acceptability Beliefs

Results of the 2003 media survey also indicated that adults have increased anti-tobacco industry beliefs and find smoking less socially acceptable than in the past.

- Respondents were significantly more likely to agree that tobacco companies target teens in 2003 (30%) than respondents in 2001 (21%), prior to the implementation of the media campaign.
- Respondents were significantly more likely to report that they could easily refuse cigarettes if someone offered them (59%) than they were prior to the implementation of the media campaign (47%).
- Similarly, respondents were significantly more likely to report that their family and friends (29%) do not want them to smoke than respondents did prior to the media campaign (42%).

Knowledge of Key Tobacco Statistics

Several findings indicated that knowledge of key tobacco use statistics has significantly increased since

the beginning of the ITPC media campaign. This is an indicator that awareness of tobacco control has increased during the past two years through the media campaign.

- A significantly larger portion of respondents accurately ranked Indiana's smoking prevalence in the 2nd year of the campaign (2003: 36%) than prior to the campaign (2001: 23%).
- Respondents were significantly more likely to list tobacco as the cause of the most deaths in the U.S. in 2003 (62%) than in 2001 (43%).

The results from the 2nd year follow-up adult survey are impressive. Awareness in the ITPC campaign has significantly increased since the first year. Moreover, significant changes in adult knowledge, attitudes and beliefs have been observed with the implementation of the ITPC media campaign.